



**HOCKEY ALBERTA
FOUNDATION**

2018 REPORT

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NEW HOME FOR HOCKEY ALBERTA

New home for Hockey Alberta

Hockey Alberta completed the transition to our new home in the Gary W. Harris Canada Games Centre at Red Deer College.

The new offices are located on the second floor of the facility, with boardroom windows overlooking the ice surface.

Hockey Alberta was proud to host the first official events on the new ice surface – a Super Skills Camp and Female Development Camp.

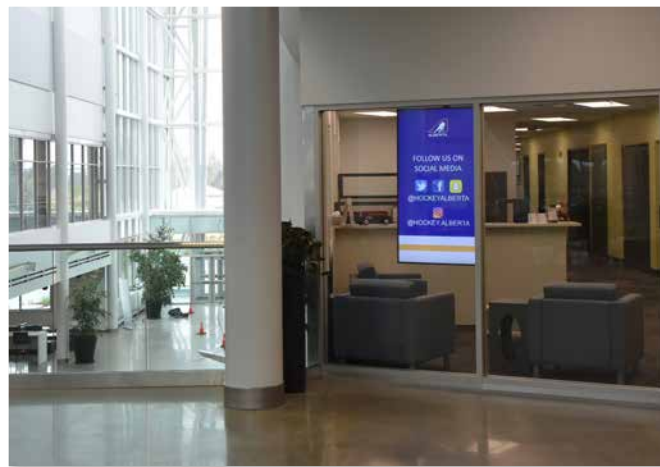
Hockey Alberta has hosted several coaching and officiating clinics, and player development camps. And plans are in place to host the 2019 Alberta Cup at the new facility, as well as preparation events for the U18 Female and U16 Male squads as they complete their final preparations for the Canada Winter Games.

The Hockey Alberta Shoppe

Looking for some officially branded Hockey Alberta apparel? Check out the Hockey Alberta Shoppe!

In 2017-18, Hockey Alberta established an online shopping portal in partnership with Entripy Shops. Enjoy browsing a wide selection of products from a variety of brands that you can customize with approved logos and graphics. Our site lets players, parents, fans, and volunteers shop 24/7, with no minimum order quantities

Hockeyalberta.entriptyshops.com



Every Kid Every Community – the gateway to hockey opportunities around the province

Every Kid Every Community (EKEC) was launched in 2011, with the goal of providing the gateway to play hockey for any child in Alberta who is interested in the sport.

Hockey Alberta and the Hockey Alberta Foundation are proud to work together to ensure that every child in Alberta the opportunity to play hockey, have fun and, in many cases, experience the sport for the first time.

The Hockey Alberta Foundation is responsible for the fundraising. Funds are generated through special events such as the annual Golf Classic, Alberta Hockey Hall of Fame Awards Gala, and the Every Kid Every Community Speaker Series. As well, contributions come from individuals, organizations and companies that have become a Teammate in the EKEC Donor Club. And a number of events have made EKEC their charity of choice, including the Glencross Roughstock Rodeo and Poker Event, and the Piper Creek Optimist Club.



Hockey Alberta is responsible for assessing applications, and then awarding funding to assist amateur sports organizations, minor hockey organizations, youth groups, recreation groups, or any community group with an idea, project or program that helps establish an event or program to get local children active in hockey.

The G.H. Dawe Community School in Red Deer and Hockey Education Reaching Out Society (HEROS) in Calgary were two of the 16 recipients of quarterly Program Grants awarded by the Hockey Alberta Foundation through the Every Kid Every Community program in 2017-18.

The Program Grants are awarded for projects that will create a new program or support an existing program focused on recruiting new players to the game regardless of age, skill or environmental factors.



G.H. Dawe School earmarked its funding for a learn-to-play program for students, where all the necessary equipment will be provided. The school had a sports expert assess the skates. It was determined that at least half need replacing, and that the school also was in short supply of helmets.



The HEROS Hockey funding went towards hosting a pilot project for a new hockey program, Super HEROS, in Calgary that provides a safe, welcoming, and inclusive environment to youth with cognitive challenges, including Autism and Down Syndrome.

Program grants were also awarded to:

- Lethbridge Minor Hockey Association: Female Hockey Program
- St. Albert Minor Hockey Association: Intro to Hockey Program equipment purchase
- West Park Elementary School, Red Deer: Skating program for lower income and refugee children, purchase of skates and helmets
- Beaver County Pond Hockey: non-competitive fun hockey program
- Two Hills Mennonite School: arena fees for junior high girls to experience hockey
- Riverside Meadows Community Association, Red Deer: new equipment
- Daysland Thunderhawks Pond Hockey: additional teaching aids, goalie equipment, instructors
- Hinton Minor Hockey Association: player development
- Leduc: 3 on 3 hockey
- Delia Fun Hockey Team: ice fees and equipment for league that brings together four rural communities
- Big Valley Minor Hockey: rink dividers for initiation and novice programs
- Bashaw Minor Hockey Association: Initiation program, purchase of equipment
- Leduc Minor Hockey/ North Central Impact: Girls 'n Goals fun hockey tournament
- CW Perry School, Airdrie: school program addition, equipment, resources for course

As well, Player Assistance Grants were provided to seven minor hockey associations. In total, \$54,100 was dispersed to organizations across the province.

HOCKEY ALBERTA FOUNDATION

Message from Foundation Board Chair

The Hockey Alberta Foundation continues its work across Alberta's hockey communities through the Every Kid Every Community and Future Leader programs.

These programs give kids the chance to play hockey by eliminating barriers to their participation and by supporting the next generation of community leaders.

Teammates are the key! Without TEAMMATES such as donors, sponsors, leaders and volunteers we cannot do the work we do by supporting Alberta communities. The Hockey Alberta Foundation remains about YOU, our generous teammate so others can experience the great feeling of being a teammate in their community.

Through our events, sponsors, individual and corporate donors we generated nearly \$400,000 in revenue. Celebrating those before us, investing in those who lead us and contributing to those who need us remains our mission and focus.

To our partners ATB Wealth, the Curtis Glencross Legacy Fund, Q2 Artificial Lift Services, ATB, Vada Capital, Piper Creek Optimist Club, Edmonton Oilers Community Foundation and the Flames Foundation thank you for your continued support. To our new partner the Gord Bamford Foundation, we thank you for supporting our vision of Every Kid Every Community.

To all donors, golf celebrities and participants we could not do our work without you.

As our work continues and the need for resources grows please consider the Hockey Alberta Foundation your TEAMMATE and your "Hockey Charity of Choice".

John Windwick
Chair, Board of Directors
Hockey Alberta Foundation

BOARD OF DIRECTORS



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Vice Chair,
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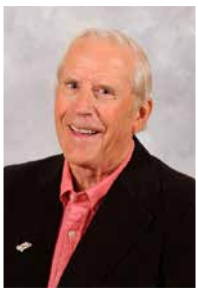
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Golf and Gala events raise over \$107,000 for Every Kid Every Community

The Every Kid Every Community program has \$107,719 coming its way, thanks to the 2018 Alberta Hockey Hall of Fame Awards Gala and Hockey Alberta Foundation Golf Classic, presented by ATB Investor Services.



The three-day fundraising event in Canmore began on July 22 with the AHHF Awards Gala at the Coast Hotel, with money raised for EKEC through a wine pull, silent auction, and live auction.



The highlight of the week was the 13th annual HAF Golf Classic at the Stewart Creek Golf Club.

The Talking Goalie raided \$10,500, with challengers opting to show their support to either the Calgary Flames or Edmonton Oilers. The Calgary Flames Foundation and the Edmonton Oilers Community Foundation each matched the amount raised in their name, bringing the grand total of funds raised by the Talking Goalie to \$21,000.

A special thank-you goes out to the Flames Foundation and Edmonton



Oilers Community Foundation for their charity challenge contributions. The Foundation would also like to thank sponsors ATB Investor Services, key contributing sponsors Vada Capital, Q2 Artificial Lift Services, ATB Financial, Hytech Productions Ltd, and Shaw Birdies for Kids.



HOCKEY ALBERTA FOUNDATION

Rinks to Links – providing the first chance to try hockey

Sixteen youths from the Boys and Girls Club of Calgary, many of whom had never skated or played golf before, were beneficiaries of the 2018 Rinks to Links program.



The group had the unique experience of a trip to the mountains to the Stewart Creek Golf & Country Club in Canmore, and the Fenlands Banff Recreation Centre. The kids hit the driving range and putting green at Stewart Creek, with a lesson from the course professionals.



Then, each participant was outfitted with a full set of hockey equipment, provided by Comrie's Sports Equipment Bank in Calgary. The kids then hit the ice for a one-hour introduction to hockey, with instruction from Hockey Alberta staff, and numerous volunteers, including members of the Canmore Eagles coaching staff.



2017 Glencross Charity Invitational Roughstock Event raises \$190,000

For the sixth straight year, the Glencross Invitational Charity Roughstock Event was a success, with \$190,000 going to the Hockey Alberta Foundation and the Ronald McDonald House Charities® Central Alberta.

The Roughstock event ran August 24-25, with all proceeds – a total of \$190,000 – donated to the two organizations. With this year's contribution, the event has now surpassed the \$1.4 million mark in its six-year history. The Hockey Alberta Foundation has been a beneficiary of the event since its inception, with the money coming in earmarked for the Every Kid Every Community Program.

"We're really excited, we found a few ways this year to raise a little more money, and cut a few costs, so it was nice that would could come out and raise \$190,000 this year, we're about \$40,000 up from last year, so it was a huge success for us again this year," said Curtis Glencross.



2017 Future Leaders Scholarship recipients announced

Eight outstanding post-secondary students were chosen from the 2017 Future Leaders Development Program to receive a \$1,000 scholarship, with the opportunity to receive an additional scholarship for achieving "distinguished leader" status.

The 2017 Future Leaders are: Channia Alexander (Mount Royal University), Lukas Biensch (University of Alberta Augustana), Joel Hamilton (SAIT), Tyler Leicht (University of Alberta), Anna Purschke (Mount Royal), Lindsey Roth (NAIT) Shanya Shwetz (MacEwan University) and Daniel Todosychuk (MacEwan).

The Future Leader Development Program develops and trains post-secondary students as coaches. Areas of focus include proper instruction, administration, leadership, technical and tactical skills in hockey, so that the future leaders can carry those skills into our communities.

Since the Future Leaders Scholarship program was established in 1998, Hockey Alberta Foundation has invested annually in the development of great leaders for the future of the game and our communities in Alberta. The scholarship program operates in alignment with the Future Leaders Development Program, which

focuses on educating and training our post-secondary student coaches to be strong and effective on-ice leaders.

EKEC Speaker Series

The Every Kid Every Community Speaker Series is a creative way to spread the message about Every Kid Every Community and engage grassroots hockey supporters in communities across Alberta.

Two special evenings were held, featuring some of the most prominent and knowledgeable hockey personalities in the province.



In Olds, Edmonton Oilers Vice President of Hockey Operations, Craig MacTavish was joined by then-Calgary Flames President of Hockey Operations, Brian Burke.

The event ran in conjunction with the Olds Grizzlys game against the Camrose Kodiaks.

Olds Minor Hockey Association, Olds College Broncos, and Olds Grizzlys have partnered with the Hockey Alberta Foundation to make this entertaining evening possible.

In Calmar, a special Comedy Night and Speaker Series event featured Rob Brown and Jason Strudwick in April. Proceeds from this event will go towards the Every Kid Every Community program and the Calmar Minor Hockey.



HOCKEY ALBERTA FOUNDATION

Teammate of the Month – Recognizing our Partners

- The Hockey Alberta Foundation is proud to recognize its key TEAMMATES, partners who play a crucial role in supporting the Foundation and the Every Kid Every Community program.
- Q2 Artificial Lift Services: Q2 Artificial Lift Services (Quinns Energy Group of Companies) has been a TEAMMATE for four years and is a major sponsor of the Hockey Alberta Foundation Golf Classic - the Foundation's largest fundraising event each year.
- Glencross Invitational Charity Roughstock Event: Spearheaded by former NHL player Curtis Glencross, the event runs annually in August, raising money for the Every Kid Every Community program, as well as Ronald McDonald House Central Alberta. The portion of the proceeds donated to the Hockey Alberta Foundation is done so through the Glencross Legacy Fund.
- ATB Wealth: ATB Wealth is a long-time partner of the Hockey Alberta Foundation, and has been the title sponsor for 12 years for the Hockey Alberta Foundation Golf Classic, which runs annually in July in Canmore.
- Sport Central: The Hockey Alberta Foundation and Sport Central first partnered in 2014. Sport Central's goal is to gather, recycle and redistribute sports equipment to children who would otherwise be denied the opportunity to participate in sports, which aligns with the Every Kid Every Community program.
- Lethbridge Minor Hockey Association: Lethbridge Minor Hockey Association has become a regular host of the Every Kid Every Community speaker series. Funds raised from these events support the EKEC grant program and Lethbridge Minor Hockey initiatives.
- ATB Financial: ATB Financial has been a long-standing partner of Hockey Alberta and the Hockey Alberta Foundation, assisting in getting more kids involved in hockey across the province, and currently the presenting sponsor of the Hockey Alberta Provincial Championships.



Event Supporters

BATTLE OF ALBERTA



Molson Coors Brewing, Longball, Ryde RD, Yoga Nation, Troubled Monk, Red Deer Rebels, Famoso, Hansen Distillery, Cold Garden, Dustin Moore, Wild Rose Brewery, Bo's, Tool Shed Brewing, Calgary Hitmen, Craft Beer Nation, Annex Ale Project, Last Best Brewing, Coulee Brewing, Stone Heart Distillery, Heritage Lanes, Alley Cat Brewing, Folding Mountain, Village Brewery, Blindman Brewing

RINKS TO LINKS



Stewart Creek, SportCentral, Canmore Eagles, Comrie's Sports Equipment Bank

GOLF CLASSIC



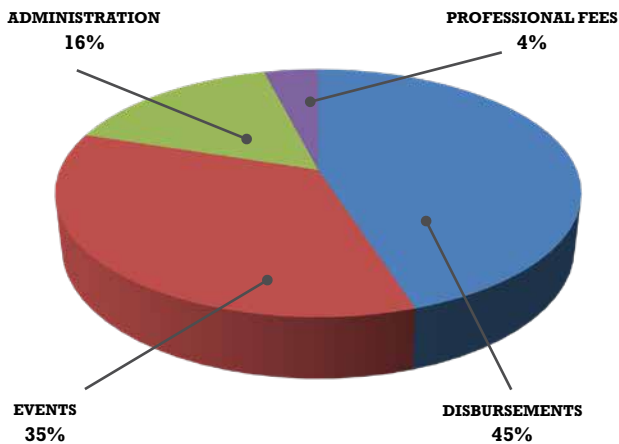
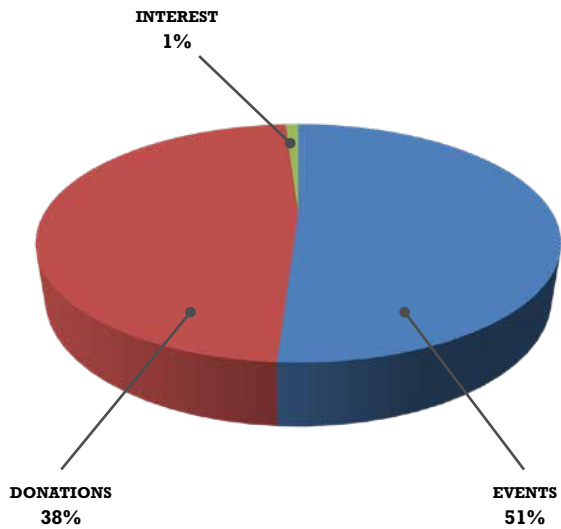
ATB Financial, Calgary Flames Foundation, Edmonton Oilers Community Foundation, Collins Barrow, GolfTown, Freeman Audio Visual, Western Hockey League, Stewart Creek, Hockey Canada, Hockey Calgary, Viking Projects, Independent Print, Gatorade, Procom Insurance, Jedco, CAC, Boss Completions, Respect In Sport Group, Players Bench, Al Sim Realty

EKEC SPEAKER SERIES



ATB Financial, Olds Grizzlys, Hildebrand Motor, ELC Cattle Co., Mountainview Dodge, Olds Albertan, Olds College, Pomeroy, Olds Liquor Store, Calmar Minor Hockey Association, Dairy Queen (Leduc), Wicked Wizards Metal, Artic Spas, Town of Calmar, Thorsby Stockyards, Leduc Co-Op, Dazzle by Dawn, CR Media, A2Z Consulting, 5 Star Propane, Twisted Lime Liquor Co, The Cook is in Catering.

Financials



IN MEMORIAM

George Hughes: 1924-2018

George Hughes, a Life Member of Hockey Alberta, died on Tuesday, June 5 at the age of 93. Amongst more than 40 recognition awards, George was inducted into the Edmonton Sports Hall of Fame in 1978, awarded a Hockey Alberta Life Membership in 1983, and inducted into the Alberta Hockey Hall of Fame in 1989. In 2002, he was awarded the Queen's Golden Jubilee Medal for Distinguished Contributions to Canada. In 2008 the City of Edmonton honoured George by naming the George S. Hughes South Side Arena after him.



Orest Korbitt: 1937-2018

Orest Korbitt, a Life Member of Hockey Alberta, died on Friday, April 20 at the age of 81. Orest had a long history of volunteer service to amateur hockey in Alberta, across Canada, and around the world. He served as the President of the Alberta Amateur Hockey Association from 1980-1986. During his time as President, he established the Alberta Hockey Hall of Fame, a Scholarship program, and an Endowment Fund. At the national level, Orest served six years on the Board of Directors with the Canadian Amateur Hockey Association and was instrumental in establishing the national medical and liability insurance program.



#HUMBOLDTSTRONG

On Friday, April 6, the hockey world suffered a tragic loss.

The Humboldt Broncos of the Saskatchewan Junior Hockey League were involved in a horrific bus crash.

Twenty-nine individuals were aboard the bus; more than half did not survive.

Twelve of those on the bus had hockey roots in Alberta.

Please keep the everyone impacted by this crash in your thoughts.



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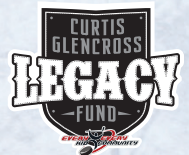


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